

Disclosed is an isotropic SmFeN powdery magnet material for producing resin-bonded magnets. The magnet powder is prepared by melt-spinning of a molten alloy and nitriding the alloy powder thus obtained to form a magnet alloy having an alloy composition of one of the formulae, by atomic %:

 $\mathrm{Sm_xFe_{100-x-v}N_v, \ Sm_xFe_{100-x-y-v}M^1{}_yN_v \ and \ Sm_xFe_{100-x-z-v}M^2{}_zN_v}$ 

wherein M¹ is at least one member selected from the group consisting of Hf and Zr; and M² is at least one member selected from the group consisting of Si, Nb, Ti, Ga, Al, Ta and C;  $7 \le x \le 12$ ,  $0.1 \le y \le 1.5$ ,  $0.1 \le z \le 1.0$  and  $0.5 \le v \le 20$ ; the crystal structure is TbCu, type; and the thickness of the flakes is  $10-40\mu m$ .